

AUTOMOBILES AND GOOD ROADS

FUND HAS PASSED TWO-MILLION MARK

National Cement Manufacturers Give 1 Per Cent of Profits to Highway Association.

INDIANAPOLIS, Ind., June 7.—The fund being raised for the construction of a perfect highway to extend across the continent from New York to Chicago has been increased \$2,500,000 through the subscription of the Association of American Portland Cement Manufacturers. This represents 1 per cent of the cement production for a period of three years and practically assures the success of the highway movement. The motion passed the cement manufacturers without a dissenting vote, and the organization further approved of the project by a set of resolutions heartily endorsing it.

In these resolutions it was set forth that the present type of public highways does not meet the demands of changing conditions, arising from the rapid change from horse-drawn to self-propelled vehicles. This problem is one which has been carefully investigated by the Association of American Portland Cement Manufacturers with the result that the question of the ocean-to-ocean highway was presented before the

meeting of the organization at Chicago. The highway problem is one which is rapidly claiming the attention of men in all walks of life. It has a social and economic side which will have a tremendous bearing on conditions generally, and there is no part of the country which will not be materially benefited by the perfect highway. It is the idea of those who are furthering the proposition that this highway is to serve as a nucleus for a network of good roads, and it is believed that it will stimulate the building of perfect roadways in every state in the union, just as the sample highway laid in New York state several years ago has brought about the excellent road conditions of that state.

That concrete is the material best adapted for the purpose is the belief of those who have made good roads a specialty. Once a concrete road is constructed the problem of upkeep will reduce itself to a minimum. The concrete highway is practically indestructible, not being subject to the change of the elements. It is also dustless and will stand up under the strain of the heaviest traffic.

A substitute in medicine is never for the benefit of the buyer. Never be persuaded to buy anything but Foley's Honey and Tar Compound for coughs and colds, for children or for grown persons. It is prompt and effective. It comes in a yellow package, with bee-hive on carton. It contains no opiates. Take no substitute for Foley's Honey and Tar Compound. Schramm-Johnson, Drugs, "The Never-Substitutors." Five (5) Good Stores.

(Advertisement.)

Vitalized Rubber Diamond Tires have made good by every known test

Each individual tire is tested time and again in the Diamond factory for weight, air capacity, quality of the Vitalized Rubber, strength and elasticity.

A tire that is not absolutely correct in every way cannot possibly pass the final inspection it must undergo before it is turned over to the shipping department.

That's why Diamond Tires are making good in actual service.

Diamond (No Clinch) Tires

made of Vitalized Rubber

Before a tire leaves our factory, we know by actual tests that it will deliver the "More Mileage" you have demanded.

Why continue to pay for "Short Mileage" when Diamond Tires made of Vitalized Rubber cost no more—and in addition you will enjoy the advantages of Perfect 3-Point Rim Contact, also the No-Pinch Safety Flap for inner tube protection.

So this time buy Diamond Vitalized Rubber Tires—you can get them to fit your rims at any of the

25,000 Diamond Dealers always at your Service

AUTOMOBILE SUPPLIES

DO YOU KNOW,

that we have everything for the motor car, the motorist and the garage or shop?

Our aim is to give the very best goods, service and prices in the city.

"Fisk Tires"

The Salt Lake Hardware Co.
257 So. Main.

New Motor Car Numbers

The following new motor car numbers were registered at the secretary of states office during the past week:

No.	Name	Address	Car.
3254	Arthur Betz	Salt Lake	Michigan
3255	J. W. Elsing	Salt Lake	Cartercar
3256	M. J. Dixon	Salt Lake	Columbia Viet.
3257	Cullen Hotel Co.	Salt Lake	Autocar Bus
3258	Olof Jensen	Brigham City	Federal Tr.
3259	Standard Bottling Co.	Salt Lake	Studebaker
3260	H. Bullen	Ogden	Reo
3261	J. W. Edwards	Gunnison	Studebaker
3262	C. Holst	Brigham	Hupmobile
3263	J. H. Douglas	Ogden	Reo
3264	H. C. Bigelow	Ogden	Ohio Electric
3265	George A. Nixon	Price	Ford
3266	M. E. Hoyer	Toledo	Ford
3267	H. J. Jensen	Salt Lake	Ford
3268	J. C. Dick	Salt Lake	Reo
3269	A. E. White	Salt Lake	Reo
3270	Progress Co.	Salt Lake	International
3271	N. P. Bullen	Richmond	Vellie
3272	Joseph H. Marshall	Logan	Overland
3273	Broberg & Johnson	Logan	Overland
3274	J. R. Murdoch	Beaver	Studebaker
3275	W. H. Watts	Ogden	Studebaker
3276	Rufus Pack	Richmond	Studebaker
3277	T. G. Spencer	Ogden	Ford
3278	F. B. Gould	Monroe	Ford
3279	Dr. J. C. Evans	Salt Lake	Ford
3280	F. A. Sweet	Salt Lake	Stearns-Knight
3281	S. F. Johnson	Murray	Lambert
3282	R. M. Trezona	Salt Lake	Auburn
3283	C. H. Banks	Murray	Studebaker
3284	M. F. Smith	Port Douglas	Studebaker
3285	R. H. Haslam	Salt Lake	Studebaker
3286	Mrs. E. V. Wyatt	Salt Lake	Ford
3287	Fritz Yaggle	Salt Lake	Ford
3288	Hewlett Bros.	Salt Lake	Ford
3289	Mrs. G. F. Horton	Salt Lake	Ford
3290	A. N. Minear	Salt Lake	Reo
3291	Captain J. L. DeWitt	Port Douglas	Ford
3292	Moroni Jensen	Elsinore	Reo
3293	Parley Jensen	Elsinore	Reo
3294	D. Elmo Moore	Salt Lake	Reo
3295	S. B. King	Salt Lake	Ford
3296	James Langston	Salt Lake	Ford
3297	Enoch Harris	Portage	Ford
3298	Hampton Coal Co.	Salt Lake	Packard Tr.
3299	C. W. Butler	Salt Lake	Chalmers Det.
3300	Jesse Gilbert	Salt Lake	Studebaker
3301	Salt Lake Hardware	Salt Lake	Federal Truck
3302	Dr. C. E. Bain	Salt Lake	Westcott
3303	Charles W. Hall	West Portage	Reo
3304	Crane Company	Salt Lake	Ford
3305	State of Utah	Salt Lake	Mitchell
3306	Nelson Rockwell	Springville	Reo
3307	Thomas B. Barry	Salt Lake	Overland
3308	Joseph B. Dana	Ogden	Studebaker
3309	Nephi Heiner	Morgan	Ford
3310	Charles Heiner	Morgan	Ford
3311	John Heiner	Morgan	Ford
3312	Mrs. H. H. Spencer	Ogden	Apperson
3313	T. Sam Browning	Ogden	Mitchell
3314	G. E. Browning	Ogden	Mitchell
3315	H. J. Phillips	Provo	Studebaker
3316	George A. Berry	Salt Lake	Studebaker
3317	John Key	Provo	Studebaker
3318	Salt Lake City Corporation	Salt Lake	Reo
3319	Miles Davis	Provo	Overland

VELIE MAKES GOOD TIME FROM VERNAL

A remarkable demonstration of the efficiency and power of the 32-horsepower Velie was made during the past week by John Taylor and Ross Bartlett. Mr. Bartlett purchased a 32-horsepower Velie in the early part of May and shortly after making the purchase made a trip to Vernal. Considerable snow was found en route and the mud and sand was exceptionally heavy in the low places; but, as Mr. Bartlett expresses it, "The little car travels the hills like a mountain sheep." Mr. Bartlett has just returned to Salt Lake for a few weeks' stay and reported the trip from Vernal to have been made in the exceptionally fast time of ten hours running time. Mr. Bartlett expects to leave Salt Lake immediately upon receipt of cars by the Velie Motor Car company, taking with him several 32s and a 40 for delivery to Vernal buyers.

During the past week Thomas E. Kelly of the Velie force made a flying trip to Idaho Falls, delivering cars to M. A. Knapp of Richmond, Dr. C. M. Cline of Idaho Falls and W. M. Pettenger of Idaho Falls.

The following sales were also made during the week by the Salt Lake force:

Oscar Lehman, touring car; Peter Parras at Hunter, 1500-pound truck; Daniel E. Polson, touring car; W. D. Rishel, roadster; T. A. Williams, roadster; and N. F. Bullen of Richmond, 4-passenger 40-horsepower touring car, and Mrs. Tassy W. Grace, Salt Lake City, 5-passenger 40-horsepower touring car.

The remarkable beauty and efficiency of the three-ton truck being operated by the Salt Lake Brewing company is creating a great deal of discussion in truck service and the showing being made by this truck is productive of additional orders from both city and out-of-town sources.

The arrival of the one-ton truck for the Wagner Brewing company is expected daily and Manager Hall of the Velie company predicts a large sale of this model, in view of the low price and complete equipment, which includes the Grey & Davis system of lighting and starting and additional solid or pneumatic tires.

Most Children Have Worms.

Many mothers think their children are suffering from indigestion, headache, nervousness, weakness, constipation, when they are victims of that most common of all children's ailments—worms. Peevish, ill-tempered, fretful children, who tons and grind their teeth, with bad breath and colicky pains, have all the symptoms of having worms, and should be given Kickapoo Worm Killer, a pleasant candy lozenge, which expels worms, regulates the bowels, tones up the system, and makes children well and happy. Kickapoo Worm Killer is guaranteed. All druggists, or by mail, Price 25c. Kickapoo Indian Medicine Co., Philadelphia and St. Louis. Schramm-Johnson, Drugs, "The Never-Substitutors." Five (5) Good Stores.

(Advertisement.)

The Wants play a most important part in the business world.

GOODYEAR SECURES COTTON FACTORY

"The latest step in the growth of the Goodyear Tire & Rubber company," says J. C. Riley, local manager of the company, "is the purchase of a large tract of ground in the heart of the cotton district known as Williamsville, in the township of Killingly, situated in the extreme northeast corner of the state of Connecticut.

"On the property is a large cotton mill, four stories high and 400 feet long, where will be made a large part of the tire fabrics, hose and belting ducks so extensively used by the company. There are also on the property houses to care for 350 employees, a church, a school house, a farm to be operated by the company for the benefit of the employees, a store, a large boarding house and an assembly hall, together with Lake Alexandria, the water supply for the country, and the Williamsville Water company.

"The cotton factory will be equipped with the most modern machinery, and will be run steadily at a uniform output on fabric for the exclusive use of the Goodyear Tire & Rubber company, thereby insuring maximum efficiency in production and entire elimination of selling expense."

MOTZ TIRES SHOW INCREASED SALES

That newspaper advertising effectively appeals to fair motorists, is brought out by the enormous increase in sales of the Motz Tire & Rubber company, Akron, O.

In a recent report of the Motz Tire & Rubber company it is shown that their tire sales during the last six months have increased over 100 per cent over the same period last year. This increase not only shows an advance in consumers' business, but also in manufacturers' contracts, over 90 per cent of the electric car manufacturers having contracts with the Motz company for cushion tires as regular equipment on 1913 cars.

A large share of credit for this record is given by T. H. McGiehan, general manager, to advertising. The trouble-proof features of the Motz tire have been brought out through newspapers, and Mr. McGiehan has thus actually reached the majority of users of electric cars, which proves that women read the advertising columns for motor advertising as well as for department store news. Tests of sales in various localities show that the newspaper is a most effective medium in reaching women who own electric cars.

When interviewed on the subject of newspaper advertising, Mr. McGiehan declared that he knew of no better way to sell tires to women than through the daily press, because in the cities where the Motz cushion tire has supplanted other types, the Motz company has used the newspapers to a large extent. It has also been found that the largest increase in sales occurred in the localities where the greatest amount of newspaper advertising was placed.

LACK OF SERVICE HARD ON MAKER

That service, or the lack of it, makes or breaks an automobile company is the opinion of Henry Ford, president of the Ford Motor company of Detroit. Mr. Ford attributes not a little of the success of his company to the strict attention which has been paid to this feature during its entire history. He says:

It is one thing to manufacture a good car and it is another thing to provide for the maintenance of the car once it has been built. Many car manufacturers begin on the theory that their chief aim should be to put on the market a car as nearly perfect as is possible for it to be, and then give very little attention to the service end of the business.

The consequences of such a policy are bound to lead to but one place—failure. If the cause of the failure of some of the concerns that have gone on the rocks could be analyzed, in nine cases out of ten the prime cause would be found to be lack of proper service. This may have been the result of lack of foresight, of inability to keep up manu-

facture and service because of a lack of capital.

The biggest asset an automobile company, or in fact any company has, is satisfied customers. In other branches of business merchants constantly are trying to improve their equipment to keep customers contented with improved service. All the big automobile concerns of the day realize that this is the thing they must do to continue to

grow. Generally speaking, companies that have rendered best services along with the best products have prospered in the automobile world.

EXCURSION TO MOUNTAIN VIEW
June 8 to 10, inclusive
Via Oregon Short Line
Intermountain Good Roads
Limit June 16. City
Hotel Utah. (Advt.)

No-Rim-Cut Tire 10% Oversize

Made In Secret

The essential feature in No-Rim-Cut tires is made under lock and key.

It cannot be copied. And a faultless tire without hooks on the base was never made without it.

That's why the legions who wish to cut rim-cutting have come to No-Rim-Cut tires.

None Like It

Of course other makers try to end rim-cutting. It's the bugaboo of Tiredom.

More money has been spent on these attempts than on any other tire improvement.

But faults developed and tires came back. That's the only reason why any maker clings to clincher tires today.

We solved the problem by six flat bands of braided wires which we vulcanize into the tire base. We set them at certain angles.

This makes the hooked base unnecessary. It lets you turn your rim flanges outward. Not one of these

tires has ever been rim-cut. And seven years no fault has developed. This is the feature which control by secrecy.

Over Rated Size

No-Rim-Cut tires, compared with clinchers, are 10 per cent oversize. That means one-tenth more capacity. And that, on the average, adds 25 per cent to the mileage.

So we save rim-cutting and overloading. And that means much that Goodyear tires now outsell any other.

that last year sales exceeded previous 12 years put together.

Write for Goodyear Tire Book—14th edition. It tells in known ways how to economize on tires.

GOOD YEAR
No-Rim-Cut Tires
With or Without
Non-Skid Treads

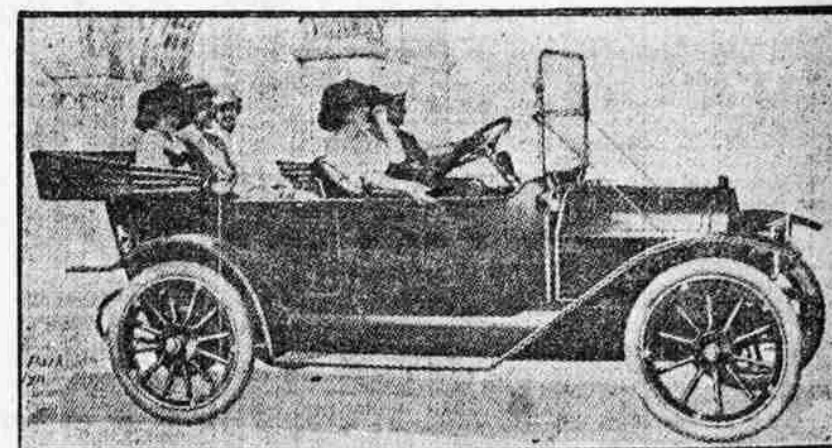
THE GOODYEAR TIRE & RUBBER CO., Akron, Ohio

This Company has no connection whatever with any other rubber concern which uses the Goodyear name.

Salt Lake City Branch, 123 East Second South St.

Phone—Wasatch 5761.

Velie Service Makes Velie Worth



\$1500.00 F.O.B. MOBILE.

VELIE MOTOR CAR CO.
148 E. 1st South

Buy Your Car On Proven Facts

You Should Know That—

The Records Show

that Salt Lake County motorists have invested more money in Buicks than in any other car.

There Are More

Buicks running today in Salt Lake County than any other high-grade car made.

More 1913 Buicks

have been sold than any other high-grade car made.

The Buick Service

is more efficient, more complete and far more rapid than any other automobile agency can give or dare to offer.

These Are Provable Facts—

You'd like to know why Buick sales records keep growing year after year.

Sales Keep Up Because

Buick cars keep going. Look around you on the streets of Salt Lake and the highways of Salt Lake County.

You'll See Buicks

of all ages, all models, swinging along easily, smoothly, quietly and economically—the owners will tell you about them.

They Are Always Ready to Go

whether built in 1906 or 1913, is what a Buick owner will say—and did you ever see a Buick worn out? Think it over.

Read and Remember

that Buick cars in Salt Lake County are just like the 120,000 other Buicks owned all over the country. Keep in mind there's a very unusual service ready for Salt Lake County Buick owners. Give us an opportunity to prove these facts.

RANDALL, DODD AUTO CO., Ltd.

DISTRIBUTORS

53 West Fourth South Street—Auto Row

Telephone Wasatch 3357